



June 21, 2017

To City of Tucson Joint Committee:

I am favor of changing the sign code from most versus to least restrictive. Sign code interpretation done by the administrator needs to be changed from the "*most* restrictive interpretation" to the "*least* restrictive interpretation" to allow for some common sense flexibility and breathing room in the zoning code. Additionally, Grandfathering should be changed and allowed so that the sign code change does not cause dozens or even hundreds of signs to suddenly be out of compliance after the change.

We are strongly in favor of sign code changes to modernize the code in general. The sign code for the City of Tucson has not changed in 30 years and no longer reflects the size, scope or make-up of the city nor the signs being installed or planned. It must be updated to be comprehensive in the modern day.

Improvements to the sign code will have a direct benefit to the current Tucson business community as well as those considering starting a business in our community.

Thank you for your consideration of this matter.

Richard Prevallet
Vice President Chief Facilities, Construction & RE



3205 RICHMOND DRIVE, N.E. • ALBUQUERQUE, NEW MEXICO 87107
TELEPHONE (505) 884-2160 • FAX (505) 884-2164

June 19, 2017
Planning Commission
City of Tucson
Re: Sign Code Change Status

To whom it may concern:

We are an end user of the code for Tucson and are in support of the changes. Especially the parapet changes and canopy signs. This would keep us from having to go through variances and several months delays just to get a sign permit.

This would be much more friendly of a code to the business community than what you have right now.

Sincerely

Ross Brown
Director of Facilities
Blake's Lotaburger LLC





June 21, 2017

City of Tucson

Re: **City Code**

To Whom It May Concern:

As a company that has received a variance in the city of Tucson for various projects with various clientele, we are in favor of seeing an updated code. It is sometimes difficult as an outside company to work in different states and Tucson has not been easy to work in and with.

We did a short review on several of the points, including grandfathering and a master sign code, that you are looking at changing and agree that they should be updated in your code.

We understand that your code has not been updated for the past 30 years and our experience has been reflective of how difficult it is to work in the current code.

You should definitely update your code and make the changes necessary so that it encourages more businesses to consider moving and opening up establishments in this area. When clients are conducting their due diligence and reviewing their options and see challenges they can expect to encounter, this discourages them. They start seeking other regions with more opportunities and allowances to market their brands and accommodate their needs and encourage growth in the communities.

I am hoping that this can be taken into consideration towards updating and changing the current Code Ordinances that would impact so many companies in a positive manner.

Most sincerely,

Schola Martin

Schola Martin
Sr. Project Manager
Chandler Signs



FELLOWSHIP BIBLE CHURCH

June 21, 2017

To City of Tucson Joint Committee:

I am in favor of the code change in general and for churches in particular. We have used the variance process for our church and this is very difficult and time consuming. It took more than six months to gain approval to install a new sign the exact size of the old, dilapidated one. The code needs to be updated to improve the environment for ALL businesses in Tucson including non-profits and churches. Please do this for the community.

Thank you for considering this matter.

Michael Bobo
Ministry Operations Manager



FELLOWSHIP BIBLE CHURCH

Dear council members,

As a local Pastor, now going on 40 years in this community I want to express my sincere thanks to you council members, for the effort you put forth to ensure Tucson is a wonderful place to live. I'm aware of that the work of public service goes unnoticed, and any who serve in public capacity are easy targets for criticism. So, know my appreciation is genuine.

I serve as the senior pastor of Fellowship Bible Church. We have a beautiful location, 6700 E. Broadway. We do our best to contribute to the to the well-being of the city. We serve as an emergency shelter location for Kelend elementary school, utilize volunteers to help maintain their landscape and help teachers in the classroom. On Saturdays, we open our parking lot to a food distribution program for any who have a need. As well, we participate in the city-wide event, Hope Fest, where we join with several other churches and organizations annually renting Tucson Electric Park the 3rd Saturday in October, providing food, clothing and humanitarian services. In addition, we gladly provide our facility for local, state wide, and national voting days.

Two years ago, we wanted to replace our church signage on Broadway with an updated signage of the same size. Long story short, due to our church being in a residential section, we followed the protocol required for signage request, and in short, after walking through all protocol in a timely manner it took approximately a year and a half for us to be able to put up a new sign. We received no contention from anyone in the neighborhood. It was just that current city code required extensive protocol to which we gladly complied.

I understand there are new codes up for vote by the council which will allow churches located on major city streets in a domestic neighborhood, to expedite the process. Especially for churches like ours, we want people to know about us, to join with us, so we can help more people with basic human needs, and just plain be a blessing to others.

Therefore, I'm in strong support of any code that can eliminate procedures that in all due respect hindered our ability to make our church and our mission known to others who would be drawn to visit our church, discover our purpose, and join in our common vision for the betterment of the people in our beautiful city.

Thank you so much for your consideration in this matter

Sincerely in Christ

Pat McClanahan
Lead pastor



To whom it may concern

Vail Christian Church understands that the sign code is changing and Vail Christian Church is in favor of this code change because it will allow churches to have more square footage than the 20 ft.² allocated in a residential zone. We are at an unfair disadvantage with such a large property to communicate with the community.

We also understand there's a recommendation for a code change for the time on an electronic message board. We would be in favor of this change to one minute. We are a church that uses an electronic message center and it needs to be much more frequent for the rate of change. This is an unnecessary hardship to have it at one hour. Our Streets are very busy and the speed limit is fast enough so that traffic cannot see what we are telling them.

In Addition, we went through the variance process that took an unreasonable amount of time and cost! This process was by far the most painful and arduous during our 6.5 million dollar construction project. We believe it is of the utmost importance that the sign code for the City of Tucson be revised. It has not changed in 30 years, and no longer reflects the size, scope or make-up of the city, nor the signs being installed or planned. It must be updated to be comprehensive in the modern day.

Respectfully
Lead Pastor Ben S Pitney



THE HEARON COMPANY
ASHLAND GROUP


Duff C. Hearon, President

June 21, 2017

To City of Tucson Joint Committee:

I am in favor of sign code changes to modernize the code in general. The sign code for the City of Tucson has not changed in 30 years, and no longer reflects the size, scope or make-up of the city, nor the signs being installed or planned. It must be updated to be comprehensive in the modern day.

Yours very truly,



Duff C. Hearon

Ashland Group Millennium, L.L.C. | The Hearon Company
River Plaza - 1050 E River Road Suite 300, Tucson, AZ 85718
520.293.9000 extension 102; cell 520.906.3083
dhearon@ashlandgroup.net | www.ashlandgroup.net



ASHLAND GROUP MILLENNIUM
THE HEARON COMPANY



KHURANA MANAGEMENT
2790 W. RUTHRAUFF RD
TUCSON, ARIZONA 85705

TO,

CITY OF TUCSON JOINT COMMITTEE,

I AM IN FAVOR OF SIGN CODE CHANGES TO MAKE THEM MORE
BUSINESS FRIENDLY. BEING A BUSINESS OWNER I AM AWARE OF
THE IMPORTANT OF VISABILITY. THE DYNAMIC OF ECONOMY HAS
CHANGE SO MUCH IN THE PASSING YEARS BUT THE SIGN CODE OF
CITY OF TUCSON HAS NOT CHANGE SINCE LAST 30 YEARS
PROHIBITING THE GROWTH OF THE BUISNESSES ON ONE SIDE
AND DISCOURAGING THE NEW ENTERPNEURS TO INVEST IN CITY
OF TUCSON. I WILL STRESS ON THE MASTER SIGN PROGRAM THAT
IS IN NEED TO BE AMENDED. I AM IN ABSOLUTE FAVOR OF
GREATER FLEXIBILITIES IN ZONING CODE

SINCERELY,

INDER PREET KAUR

PRESIDENT

909-557-8593

June 21, 2017

To Whom it May Concern:

We have been trying to update our sign at our business since September of 2016 however we have been told that we cannot just replace the face of the sign that we currently have with an LED sign, even though we are not changing the current size of our sign in anyway, which has been in place since 1995.

In order to get the sign that we want we would have to decrease square footage of our sign to make it conforming. We have asked multiple times if someone could explain why we would have to decrease the size of it however the only answer we received was" its non-conforming" and no one offered us help or guidance on what we could do to get the sign permitted for the size we wanted and have always had.

As a local business, we generate a lot of revenue for the City of Tucson, especially in the form of taxes. However, we are finding that the city isn't very business friendly and won't help us to generate revenue to help pay for those fees. Now we are having to spend even more money and time to apply for a variance.

Thank you for your time. We hope that in the future this process will go smoother.

Sincerely,

Jon Bradford

June 21, 2017

City of Tucson
Zoning & Administration Division
Planning & Development Services
201 North Stone Avenue
Tucson, AZ 85726

RE: Proposed Changes to the City of Tucson Sign Code

Dear Committee Members,

A vital community resource and private 501(c)(3) nonprofit, the Tucson Museum of Art and Historic Block (TMA) serves as the signature visual arts institution for the region and is a dynamic cultural center expressing appreciation for regional heritage

In October 2016, TMA completed the extensive application and review process to obtain approval for two non-illuminated signs (200 SF on the south side of the main galleries along Alameda Avenue, and 24 SF at the entrance on Main Avenue). The procedure included the initial sign permit application and review, a neighborhood review, written approval from the landlord—City of Tucson—a historic review, and a request for a variance.

TMA supports revisions to the current code that would maintain the aesthetic awareness in our community while increasing a business-friendly approach. Any increase in the complexity, length, and expense of the current process would not be seen as favorable.

Thank you,



Kelly Wiehe
Director of Communications & External Affairs
Tucson Museum of Art and Historic Block



June 21, 2017

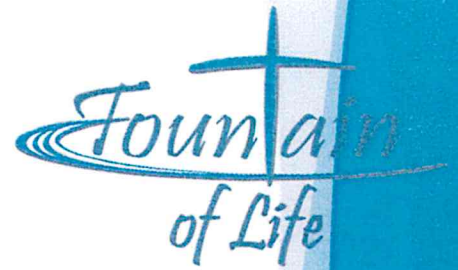
To City of Tucson Joint Committee:

I am in favor of sign code changes to modernize the code in general. The sign code for the City of Tucson has not changed in 30 years, and no longer reflects the size, scope or make-up of the city, nor the signs being installed or planned. It must be updated to be comprehensive in the modern day.

Sincerely,

A handwritten signature in black ink that reads "BRAD GRIFFITH". The signature is written in a cursive, slightly slanted style.

Brad Griffith
President



June 21, 2017

To the City of Tucson Joint Committee:

Fountain of Life Lutheran Church is in favor of the purposed sign code changes to modernize the code in general. The sign code for the City of Tucson has not changed in 30 years, and no longer reflects the size, scope or make-up of the city, nor the signs being installed or planned. It should be updated to be comprehensive in the modern day.

Sincerely,

A handwritten signature in black ink that reads "Rev. Greg Rachuy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Pastor Greg Rachuy

Rev. Gregory Rachuy
Pastor
Emmalee Kuphal
Director of Community Ministry

710 South Kolb Road
Tucson Arizona 85710
Ph: (520) 747-1213
Fx: (520) 747-9444
www.follutheran.org



1800 South Kolb Road
Tucson, Arizona 85710
747-1321

June 21, 2017

To: City of Tucson Joint Committee

Re: Sign Code Change Status

I am in favor of the code change for churches. We have used the variance process for our church and this is very difficult and onerous process. It is time for the code to be updated. Please do this on behalf of our community.

Thank you for your consideration.

Sincerely yours,

Msgr. Tom Cahalane
Pastor

Mike Addis

From: Creston King <cking@dsaco.com>
Sent: Wednesday, June 21, 2017 10:48 AM
To: Mike Addis
Subject: New Sign Code

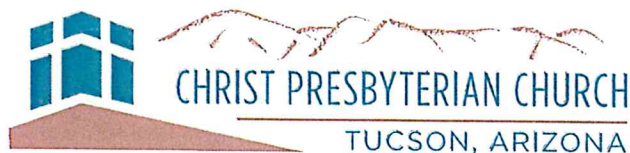
To City of Tucson joint committee:

I am in favor of the code change for churches. We have used the variance process for our church, St. Alban's, and this was very difficult and the code needs to be updated. Please do this for the community.

Sincerely,

Creston King
Senior Warden
St. Alban's Episcopal Church
Tucson, AZ

Sent with Good (www.good.com)



June 21, 2017

To The City of Tucson Joint Committee,

We are very much in favor of changing the sign code for businesses and churches throughout Tucson. Current codes were written so long ago that staying within them is causing Tucson to "look outdated" compared to other cities. Current codes are so restrictive that updating and/or upgrading is such an enormous challenge that most are simply allowing their signs to remain in a degraded and degrading state. Codes for churches require special variances that make it near impossible to navigate. This reflects on our community in ways that are very negative to growth and innovation.

You will find that imposing less restrictive guidelines will bring Tucson a refreshed look. You will still have guidance control, but new imaginings and possibilities will arise as old codes are replaced with new guidelines that allow for the use of modern technology, appeal, and energy efficiency.

We are not looking to become Las Vegas. We are looking to be able to reflect a Tucson community that is vibrant, open to change, and open to the imaginings of new businesses and old businesses refreshed.

Please, make these changes in the sign codes for the sake of our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Melde". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Steve Melde

Pastor

June 21st - 2017

I have worked in the sign industry for over 13 years. Most of those years have been permitting. I have permitted signs all over southern Arizona and I have to say the last 4 or so years have been the most difficult in the City of Tucson.

Here are a few issues I run into a lot:

1. Freestanding sign height – Height to top of sign is taken from the top of curb of road. All our signs meet the standard height for setback of 8'-12' but with the height taken from the top of curb it can be tricky. Sometimes we could be off by 4"-6". The City uses a laser line level. This instrument is like \$5,000 to \$10,000 to purchase. Not cheap. So we just use our eye and sometimes it's not exact. We have had to lower a signs 4" or less because of this.
2. Building signs above the roof line – Many sign permit proposals have been denied because the sign proposed is above the main roofline. The sign is not above the roofline but in a parapet or pop up portion of the wall that sometimes is built for signage. This is considered above the roofline. An example was the Dave & Busters at Tucson Marketplace. A variance was necessary because the logo sign was in the pop up portion of the building. It was not above the roofline. Just above the lower "main" roofline? The variance was approved but it held back the Dave & Busters opening by a few months because of the variance/board of adjustments process.

It seems as of late the City looks at what they can do NOT to review or approve the permit instead of looking at what CAN be done to get the permit approved. It gets very frustrating at times. I do understand the code and how to follow it. But when the code is interpreted different and not consistent it becomes discouraging.

I think this code change going to be very helpful.

Thank you,

A.J. Lee
Addisigns, Inc.
3808 E. 38th St.
Tucson, AZ 85713



15060 VENTURA BLVD., SUITE 350
SHERMAN OAKS, CALIFORNIA 91403
TELEPHONE 818.986.9000
FAX 818.784.2417

June 21, 2017

To City of Tucson Joint Committee:

We support changes being made to the Master Sign Code and believe it's a positive step forward in supporting the future economic growth of business in Tucson. It's an opportunity to provide a better tool to the City as it addresses today's urban planning and code challenges. It can give decision makers a more reasonable and flexible code of standards to help in their approval process.

Companies expand into markets where there is opportunity. They stay and grow where they feel welcomed. The revised Master Sign Code can be one more confirmation why both existing, as well as new businesses, (like Galaxy Theatres) should find Tucson an attractive be located in Tucson.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank", followed by a long horizontal line extending to the right.

Frank J. Rimkus
Chairman

TO: Tucson Planning Commission and Citizens' Sign Code Advisory Committee

FROM: Alan Tanner, Bourn Companies, LLC

RE: 2017 Draft City of Tucson Sign Code Revisions

DATE: June 21, 2017

Dear members of the Planning Commission and Citizens' Sign Code Advisory Committee, I regret not being able to attend the Sign Code Revision hearing and appreciate this letter being read for additional input from the business community.

As a native Tucsonan and a founding principal of Tucson based Bourn Companies, LLC, I consider myself and our commercial real estate development company direct stakeholders in this important matter. Since our beginning in 1990, Bourn Companies has developed over 4,000,000 square feet of commercial environments consisting primarily of shopping centers and office developments. Over the years, we have experienced that the City's existing sign code is antiquated, outdated, difficult and burdensome for local & national businesses, their vendors and, not to mention, the City of Tucson staff.

We have had multiple occasions where the current sign code jeopardized new businesses locating within the City of Tucson. Some situations were resolved successfully and some were not. One thing is certain. When there is ambiguity and confusion, as exists with the current code, it causes companies to take pause in their commitment to move forward with the capital requirements it takes to commit to a new location. They have to evaluate the time involved, capital required and the certainty of outcome vs another municipality and its approval process. Businesses view signage and as their "branding" which is core to their decision making.

Bourn Companies and I are appreciative of the efforts of the City Manager, Planning and Development Services, Citizens' Sign Code Advisory Board, Planning Commission as well as industry experts and involved citizens who have taken on this critically important issue to revise Tucson's sign code. These efforts will help provide needed clarity and accelerate the current process for a rapidly changing business environment. It is vital to Tucson as a community that we show support for our current and future businesses with clear and concise guidelines.

We have reviewed the TMC, MPA, SAHBA's letter dated June 15, 2017 RE: Industry Recommendation to June 2, 2017 DRAFT City of Tucson Sign Code. We agree with their recommendations and strongly encourage the Planning Commission and Citizens' Sign Code Advisory Board to recommend approval of the revised code to Mayor and Council.

Sincerely,



Alan Tanner

Bourn Companies, LLC



PICOR Commercial Real Estate Services
1100 N. Wilmot, Suite 200
Tucson, AZ 85712
Tel +1 520 748 7100
Fax +1 520 546 2799
picor.com

As a property manager that deals with TMC properties around the city I find that navigating through the sign code at times is very difficult.

It's hard to imagine that the code has not been updated for 30 years with significant changes. I think of the technology that has surpassed where we are and the advances in technology. The Fact that the city is not keeping up with code updates is not good.

We need to consider the impact this has on the business community and we need to take measures to help the business community. A good sign code will impact all of us. This is part of this struggle the business community has in Tucson.

One of the areas in the code for update is this premise. I hope this is a favorable update and helps remote sites like what I represent for allowing additional signs on these sites. Some of these sites are very difficult to get into from the road and putting road signs at the entrance his is extremely critical to maintain the safety of our patrons.

Kathy Moon
Cushman Wakefield | PICOR
TMC Holding's Property's



Northwest Medical Center

Property Management Department

1980 W Hospital Dr., Ste. 202

Phone: 520-469-8449

Fax: 520-469-8758

June 1, 2017

City Hall
City of Tucson
255 W. Alameda St.
Tucson, AZ 85701-1303

To City of Tucson Joint Committee:

Northwest Medical Center (NMC) supports sign code changes to modernize the code in general. The sign code for the City of Tucson has not changed in thirty years, and it no longer reflects the size, scope or make-up of our growing and diverse city, nor does it include the latest sign designs being manufactured, installed, or planned today. The sign code must be updated to be more relevant and comprehensive in this modern world.

NMC and its subsidiaries operate medical facilities at the following locations within the City of Tucson:

- 3987 E Paradise Falls, Suites 118 & 119
- 1601 N Swan Rd.
- 657 W Ajo Way
- 1440 W Valencia Rd., Suite 110
- 1398 N Wilmot Rd.
- 4745 E Camp Lowell Rd.
- 1200 N El Dorado, Suite 650
- 1370 N Silverbell Rd.
- 1622 N Swan Rd.
- 10146 E Old Vail Rd.
- 10120 E Old Vail Rd.

An improved sign code will benefit the thousands of Tucson residents to whom we provide medical services each and every year.

Sincerely,

Jim McBride

CERTIFIED PROPERTY MANAGER®



June 21, 2017

City of Tucson Sign Code Compliance Dept.
Tucson, AZ

RE: Sign Code Changes

To whom it may concern,

As a Company that conducts a lot of business in the City of Tucson, we have had difficulty with the current sign codes. Many of the points that are being recommended for change would be extremely helpful to continue to do business in Tucson. It would to help the business community and help the City of Tucson resident's as they drive to find business locations in the City, that they want to patronize.

We have obtained many variances over the past 20 years and have run into difficulty with the current sign codes. The sign codes need to be updated.

From interpretation issues to just having an option to create a sign criteria or master sign program for a property would be extremely helpful. Sign height is a problem when not measured from the line of sight, rather than at the sign ground level. Please go back to a common sense interpretation on this. Grandfathering suggestion of "holding harmless" signs before the new updated codes would be a great benefit. Interior sign regulations within the interior of shopping center would help.

Please do not put any restrictions on drive thru speaker systems with unnecessary setbacks. This would not be good for new businesses seeking to move to Tucson.

Sincerely,

Larsen Baker, LLC



THE HEARON COMPANY
ASHLAND GROUP

Duff C. Hearon, President

06.21.2017

To: City of Tucson Joint Committee

We strongly agree with the recommendation for the change rate permitted for digital signs to not exceed 1 minute. Makes sense. Any restriction that is longer is quite arbitrary. Even the government's digital "Speed Limit Control" signs show that it is arbitrary. They change far more often than once a minute and blink if you are going over the speed limit. Obviously, there is no objection to those signs.

Yours very truly,

Duff C. Hearon

Ashland Group Millennium, L.L.C. The Hearon Company
River Plaza - 1050 E River Road Suite 300, Tucson, AZ 85718
520.293.9000 extension 107; cell 520.906.3083
on leave 520.906.3083



ASHLAND GROUP MILLENNIUM
THE HEARON COMPANY



Burris, Hennessy & Co.

A Full Service Real Estate Company

Burris, Hennessy & Co.
1802 W. Grant Rd. #110
Tucson, Az. 85745

June 21, 2017

To: Whom it may concern

Subject: Sign Code Changes

Gentlemen:

Burris, Hennessy & Co. has been in the real estate business for 30 years. Our sign is essential to alerting people that a property is for lease or sale. The same is true for the many businesses that we lease space to and for.

There are few things as important to a business as their sign. The sign tells people where their business lives. It reminds people that their business exists and is there to help. And in many cases, their sign may be more recognizable than their product.

One thing you can do to help business during this time of recovery in Tucson's economy is to adopt changes to the sign code to make it easier for business to operate. If Tucson wants to attract new business please take steps to simplify the City of Tucson sign code.

Mike Hennessy, President
Burris, Hennessy & Co.
520-906-0500

Jack Furrier's

WESTERN TIRE CENTERS

3545 S. RICHEY BLVD.

TUCSON, ARIZONA 85713

Telephone (520) 748-1700
Facsimile (520) 790-1136



6/20/16

To City of Tucson Joint Committee:

I am favor of the sign code changes for most versus least restrictive. Sign code interpretation done by the administrator needs to be changed from the "most restrictive interpretation" to the "least restrictive interpretation" to allow for some common sense flexibility and breathing room in the zoning code.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rick Furrier'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Rick Furrier

Jack Furrier Tire & Auto Care

520-790-1396

Mike Addis

From: Greg Furrier <gfurrier@picor.com>
Sent: Wednesday, June 21, 2017 4:53 PM
To:
Cc:
Subject: Sign code message to subcommittee

Dear sign code subcommittee

On a global basis, we all read about the challenges the Retailers in the country are facing , being threatened from every direction, even the local neighborhood grocery store is now in the sites of Amazon. The city generates sales tax revenue from the Retail sector and needs to get on board and help Retailers stay as competitive as they can into the foreseeable future, they are under threat like no other time in history . Having boarded up storefronts all over town will not help with future economic development and it's a myth that there will be a Dentist, Gym or yoga studio to take the place of every retailer how loses the battle to Amazon, just wait and see.

Please modernize our ancient and out of date sign code. The Grandfather status issue should be allowed and reasonable modifications should be allowed without being forced to reduce the overall size of the existing sign. A new sign permit should be issued that would allow the existing sign to be reconfigured in a responsible way without forcing a reduction of Square footage.

There is no merit to forcing digital signs in the City limits to keep the same message on the reader board for 1 hour before changing to the next message. I cannot think of another city that imposes this arbitrary restriction and cannot see any legitimate reason for this regulation. Obviously Schools and Churches are exempt. I have not heard any complaints about a church or School rotating a message too often. Please allow the rotation to happen as needed by the retailers.

Why would you want to interpret the code to the "most restrictive" interpretation and not the "least restrictive" interpretation if your long term goal is to preserve the tax revenue and local jobs the Retail sector has provided for decades here in Tucson

Please step toward helping the Retailers and others whom rely on good visible signage to survive, you will be helping our community prosper long term

Greg Furrier
Principal, Retail Properties
PICOR Commercial Real Estate Services

T +1 (520) 748 7100
O +1 (520) 546 2735
M +1 (520) 909 6111
F + 1 (520) 546 2799
gfurrier@picor.com





June 21, 2017

To City of Tucson Joint Committee:

I am favor of the sign code changes for most versus least restrictive. Sign code interpretation done by the administrator needs to be changed from the "*most* restrictive interpretation" to the "*least* restrictive interpretation" to allow for some common sense flexibility and breathing room in the zoning code. There is no reason an existing sign that is well placed should not be allowed to updated or replaced as needed, without added costs, restrictions or headaches from the city. Remember the success of businesses means tax revenue for the city. By watching your actions for years, It is clear to me that you don't have any understanding where your funding comes from.

Regards, Bart Lind

7402 E. Broadway
10509 N. Oracle Rd.
7113 E. Tanque Verde
4777 E. Sunrise
9565 E. 22nd St.



FERSHA CORP
2901 N. Campbell
Tucson, Arizona 85719
(520) 327-4600 • Fax (520) 881-7173

6002 N. Oracle
433 W. Ajo
5460 E. Speedway Blvd.
1841 E. Adelaide
www.shafferdrycleaning.com

June 20, 2017

To: City of Tucson Joint Committee,

It is with great apprehension that I await your decision concerning the modernization of the sign code here in Tucson. Small business in Tucson needs your help to create a business environment which will give business the greatest chance to survive and prosper. Small business is not healthy in our community. We have never fully recovered from the great recession. Tucson now has an opportunity to help their local business. Please allow business to gain the visibility they need by incorporating a less restrictive sign code. For the 35 years I have done business in Tucson the sign codes have always been restrictive. Variances are a common part of doing business. I am hopeful that the City will use common sense in revising the sign code. Business must have the ability to promote itself. Signs are the primary way in which this is done. Please be of the mind set to help the businesses of our community. Please do not punish the business community by enacting overly restrictive and inflexible codes. Business needs your help. The best interests of all individuals in the community will be served by creating an environment in which business can succeed.

Sincerely,

A handwritten signature in blue ink, appearing to read 'William B. Shaffer', written over a horizontal line.

William B. Shaffer
Owner



PICOR Commercial Real Estate Services
1100 N. Wilmot, Suite 200
Tucson, Arizona 85712
520 748 7100
Fax: 520 546 2799
www.picor.com

June 21, 2017

Mike Addis
Addisigns, Incorporated
3808 E 38th Street
Tucson, AZ 85713

Dear Mike:

I am in favor of sign code changes to modernize the code in general. The sign code for the City of Tucson has not changed in 30 years, and no longer reflects the size, scope or make-up of the city, nor the signs being installed or planned. The following issues are important:

1. Grandfathering should be changed and allowed, so that the sign code change does not cause dozens or even hundreds of signs to suddenly be out of compliance after the change.
4. The master sign program needs to be amended to supersede the scenic corridor code, to prevent confusion in the future and take some of the burden off of business owners in these areas.
5. Sign code interpretation done by the administrator needs to be changed from the "most restrictive interpretation" to the "least restrictive interpretation" to allow for some common sense flexibility and breathing room in the zoning code.
6. Of utmost importance is that the sign code for the City of Tucson has not changed in 30 years, and no longer reflects the size, scope or make-up of the city, nor the signs being installed or planned. It must be updated to be comprehensive in the modern day.

This must be updated to be comprehensive for today's business owners. Thanks for your consideration.

Sincerely,
Cushman & Wakefield | PICOR

Principal, Industrial Properties



June 21, 2017

To City of Tucson Joint Committee:

I urge you to strongly consider the recommended changes to the sign code. We deal with small businesses on a daily basis, and observe the difficulties they encounter.

One of the best and most cost effective opportunities they have to advertise and draw in traffic is through signs. The current sign code makes that challenging.

I especially urge you to consider the changes to the Scenic Route requirements. Often, the Scenic Route requirements are imposed on existing projects in developed areas, such as the intersections of Tanque Verde and Sabino Canyon, and Ajo and Mission. We manage projects at both intersections, and have seen how the restrictions unfairly penalize businesses. In one case, the signs for our tenants are restricted, while the signs for the other two centers at the intersection are not.

In addition, the current code imposes restrictions on the entire center, even if only a portion falls within the scenic route.

Thank you.

A handwritten signature in blue ink, appearing to be "RV", written over a light blue circular stamp.

Rick Volk
President